

TEXAS TOURISM  
FY16 CANADIAN FLOWCHART OPTION 1  
UPDATED: JANUARY 21, 2016

	WEST JET LAUNCH - CALGARY																																												NXNE																						
	2015											2016																																																							
	August					September					October					November					December					January					February					March					April					May					June					July					August					Impressions	
	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	29	7	14	21	28	4	11	18	25	2	9	16	23		30	6	13	20	27	4	11	18	25	1	8	15	22									
TELEVISION Ontario Television Alberta Television National Television (Specialty)																																													13,218,000 4,541,000 53,802,000																						
	TELEVISION TOTAL																																												71,561,000																						
CONSUMER PRINT Food and Drink À Bon Verre, Bonne Table Enroute Edition WestJet UP! Canadian Automobile Association Canadian Automobile Association (Advertorial) Touring - French Touring - English Canadian Geopgraphic TRADE PRINT Canadian Travel Press Travel Courier Travel Week																																													1,020,766 45,614 239,884 7,000 126,000 1,648,777 1,648,777 826,191 98,168 150,000 32,193 31,266 54,660																						
		PRINT TOTAL																																												5,929,296																					
DIGITAL Google Adwords TexasToDo Video - click to TravelTex.com TexasToDo Video - Completed Views Sojern - Standard Display Travelzoo - Custom Destination Program Ad Serving																																													6,099,906 3,181,818 1,166,666 7,022,472 5,000,000 -																						
	DIGITAL TOTAL																																												22,470,862																						
SOCIAL Facebook Newsfeed NXNE - Facebook & Twitter Travelzoo - Custom Destination Program																																													4,000,000 - -																						
	SOCIAL TOTAL																																												4,000,000																						
INITIATIVES NXNE																																													-																						
	INITIATIVES TOTAL																																												-																						
CONTINGENCY Contingency																																													-																						
	CONTINGENCY TOTAL																																												-																						
	GRAND TOTAL																																												-																						

## REASONS FOR REVISION:

INCLUDED CANADIAN GEOGRAPHIC INTO THE PRINT - \$9,850 NET

\$9,850 NET SHIFTED TO PRINT TO FUND CANADIAN GEOGRAPHIC FROM CONTINGENCY